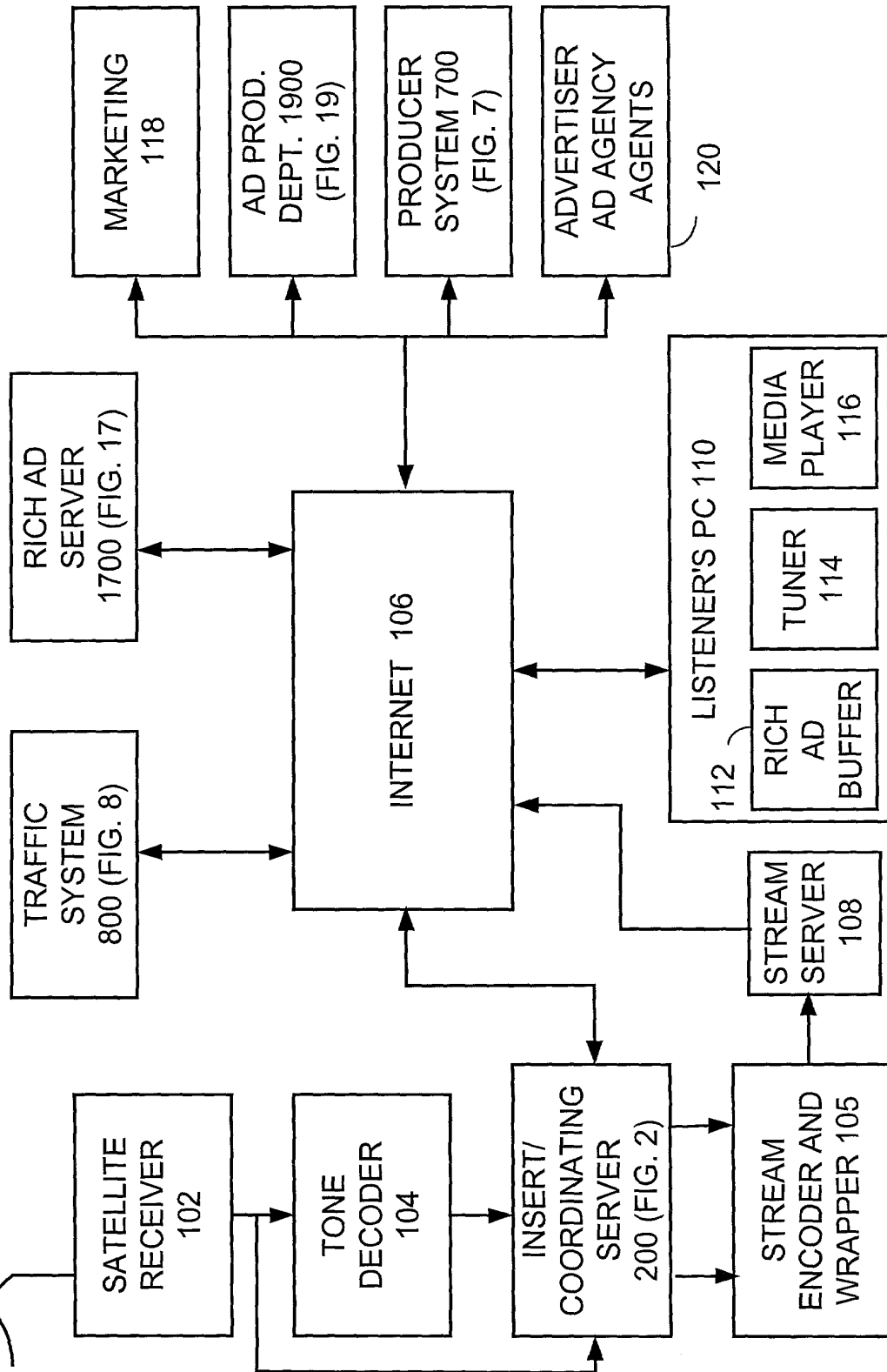
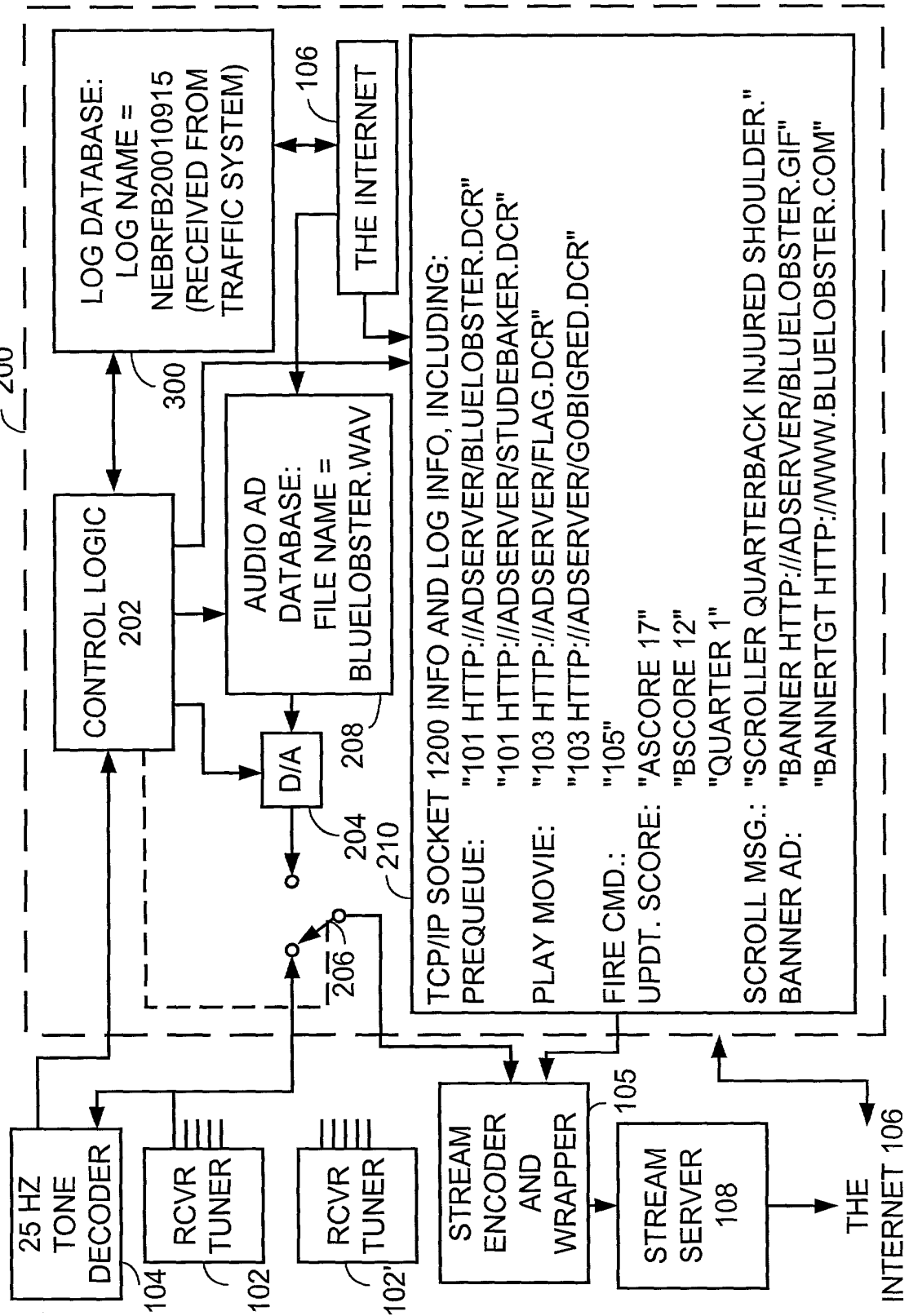


**FIG. 1 INTERNET SPORTS BROADCASTING SYSTEM 100**



**FIG. 2 INSERT/COORDINATING SERVER**



**FIG. 3 INSERT/COORDINATING SERVER  
DATABASES 300**

SQL SERVER --

LOG FILES (ONE LOG PER BROADCAST PER DAY)

LOG NAME = NEBRFB20010915

TYPICAL LOG ENTRY:

\*\*\*

SEQUENCE NUMBER = 87

AUDIO FILE = BLUELOBSTER.WAV

BANNER URL = HTTP://ADSERVER.COM/BLUELOBSTER.GIF

BANNER TGT. = HTTP://WWW.BLUELOBSTER.COM

RICH AD URL = HTTP://ADSERVER.COM/

BLUELOBSTER.DEF

TRAFFIC REF. = [ORDER NUMBER]

UNIX PLAY TIME = [FILLED IN AT BROADCAST TIME]

PLAY ERROR = [FILLED IN AT BROADCAST TIME]

\*\*\*

AUDIO ADVERTISEMENT FILES

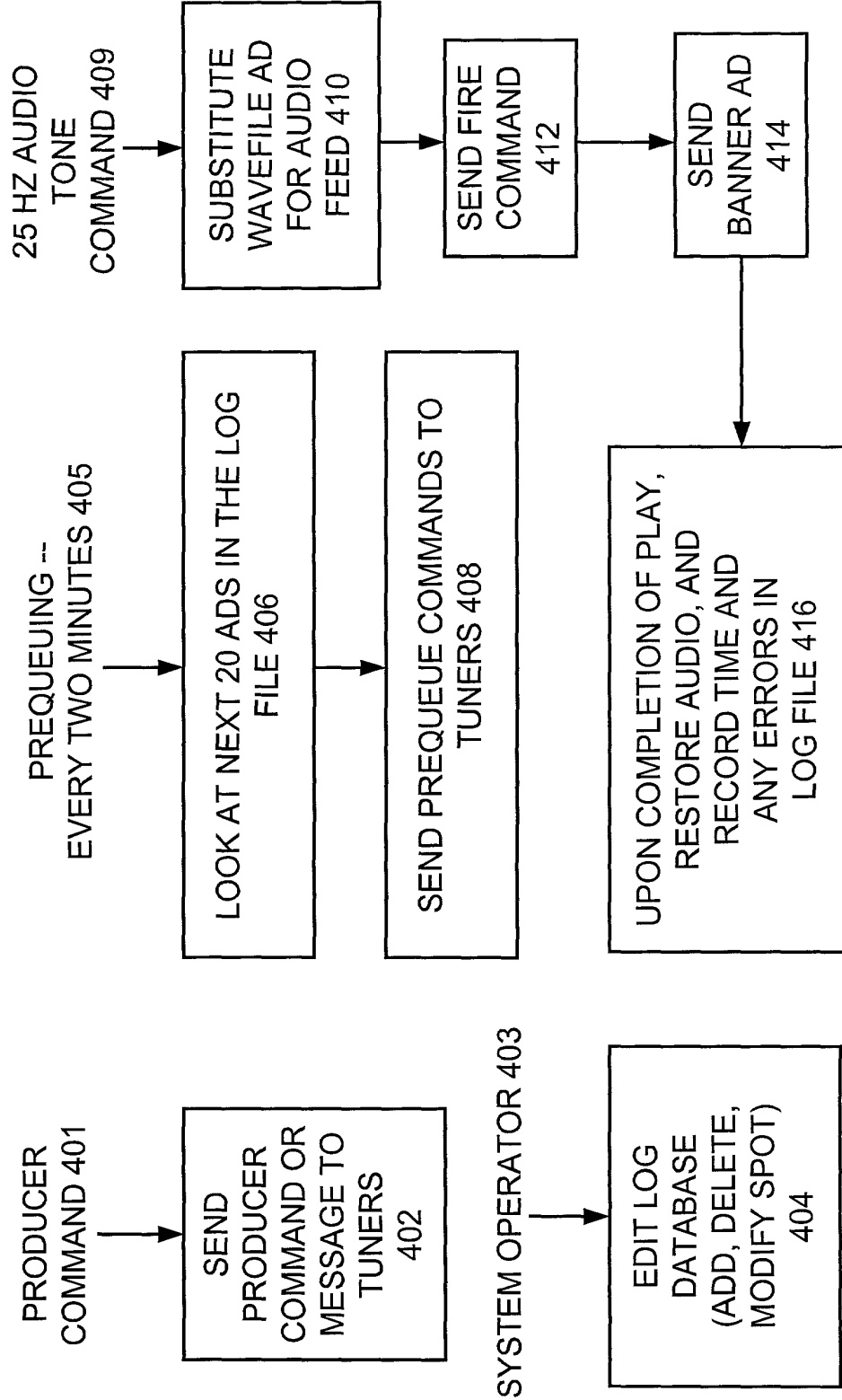
\*\*\*

BLUELOBSTER.WAV

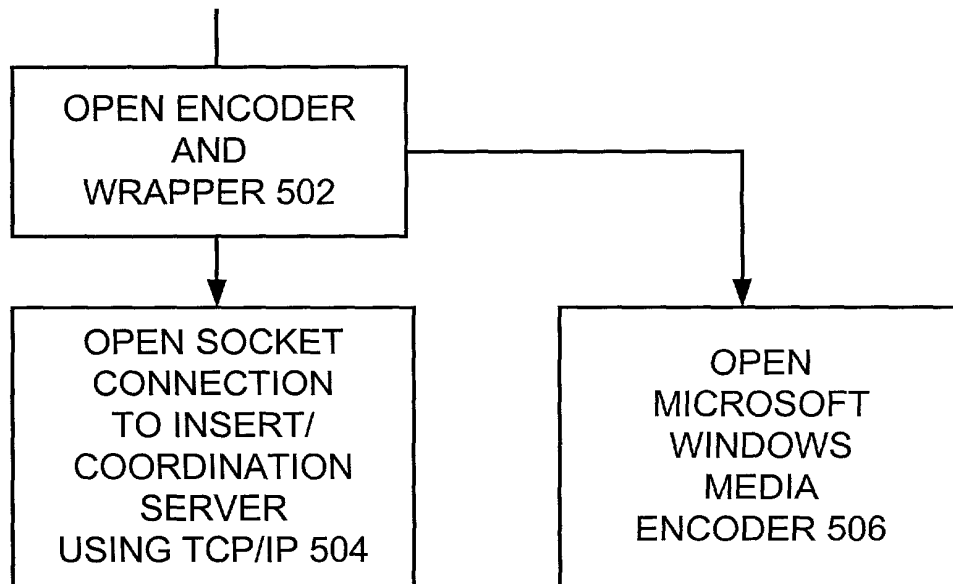
STUDEBAKER.WAV

\*\*\*

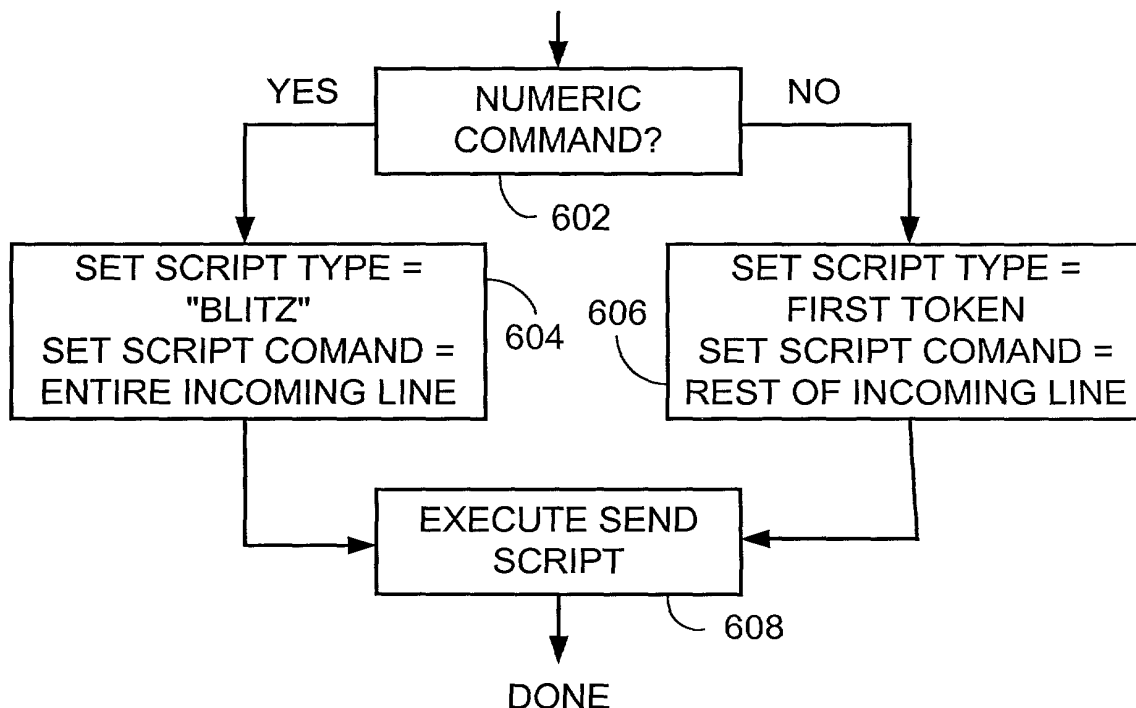
**FIG. 4 INSERT/COORDINATING SERVER ACTIONS**



**FIG. 5 STREAM ENCODER AND WRAPPER 500**



**FIG. 6 PROCESSING INCOMING END-OF-LINE EVENT 600**



**FIG 7 PRODUCER SYSTEM**

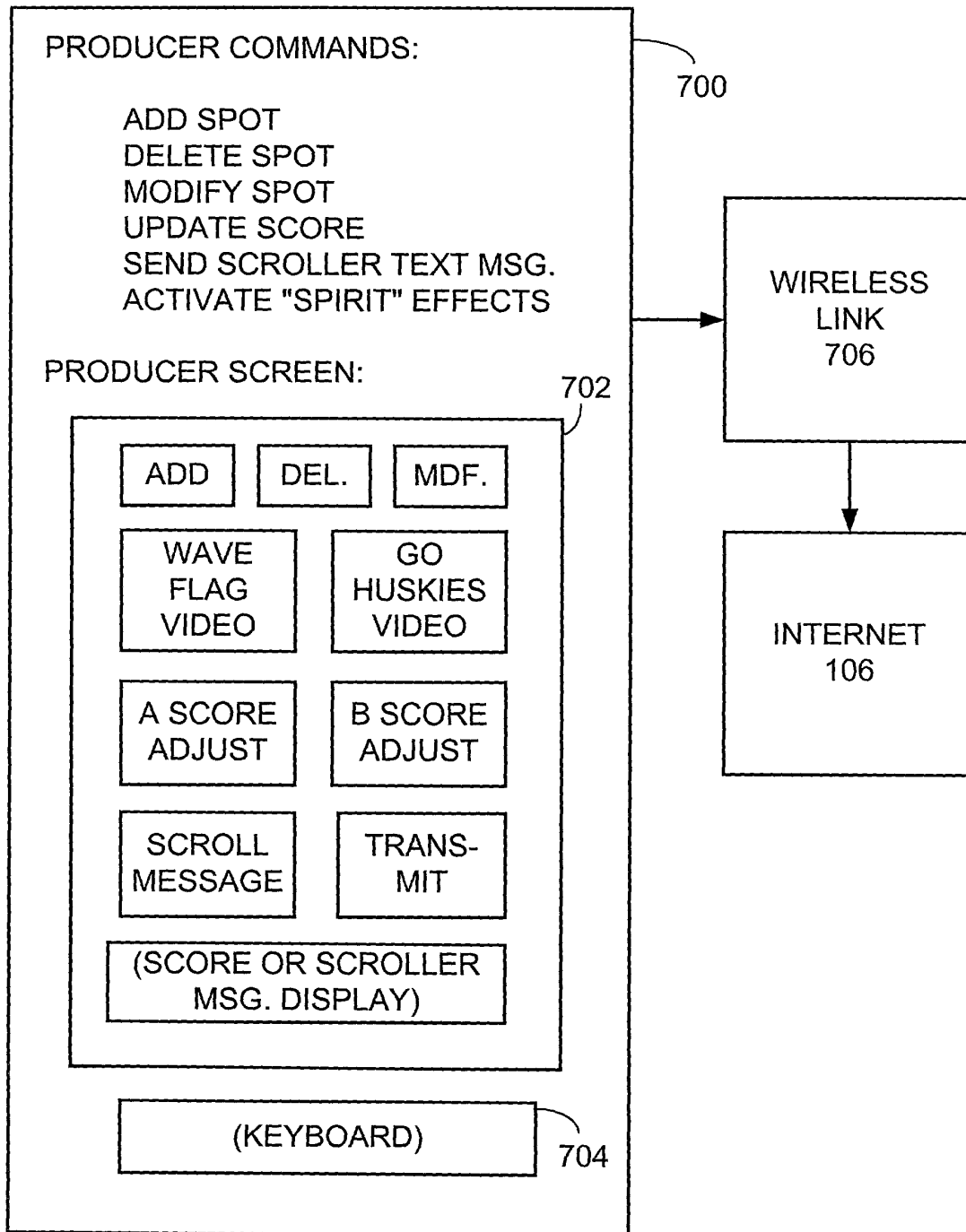
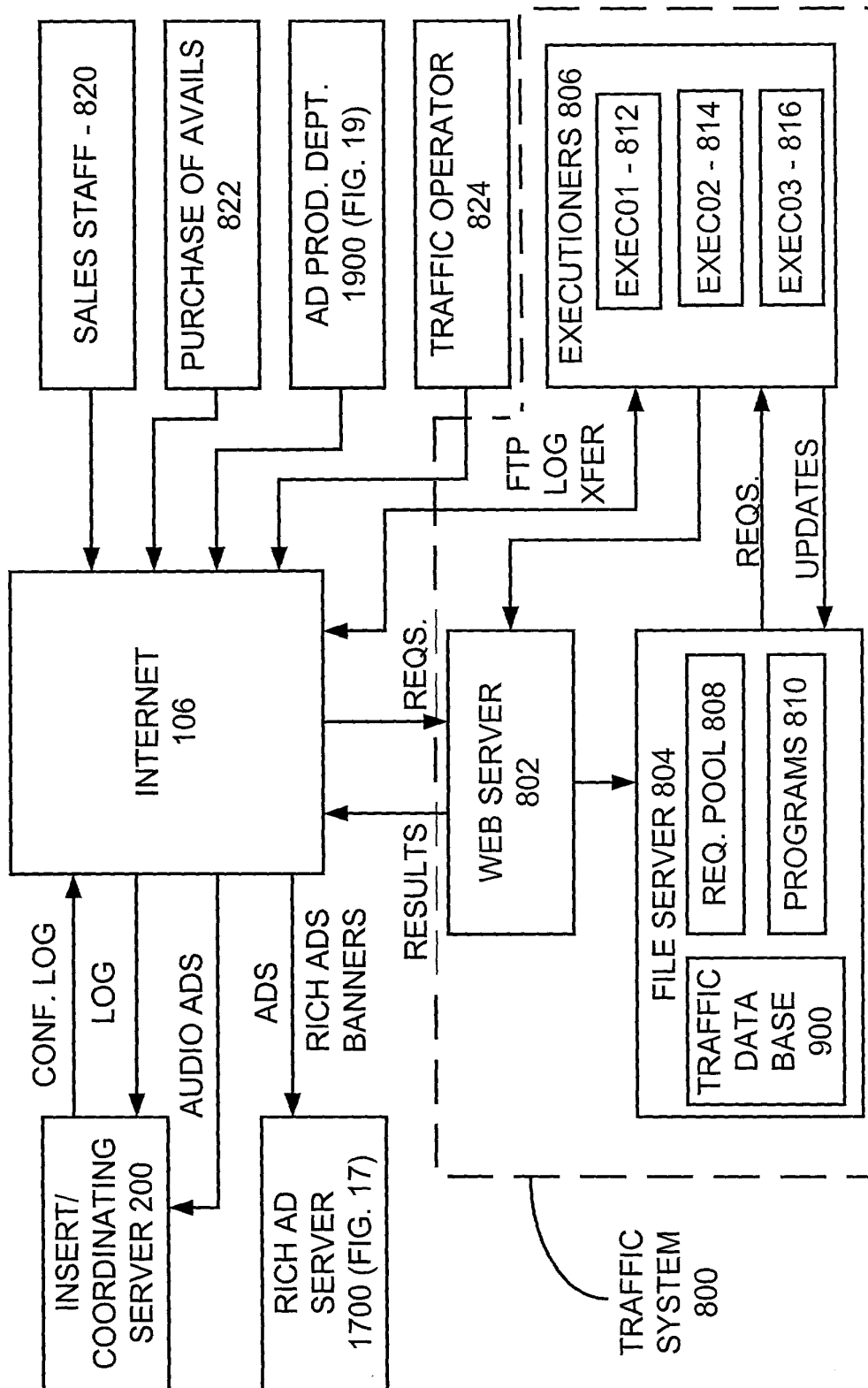
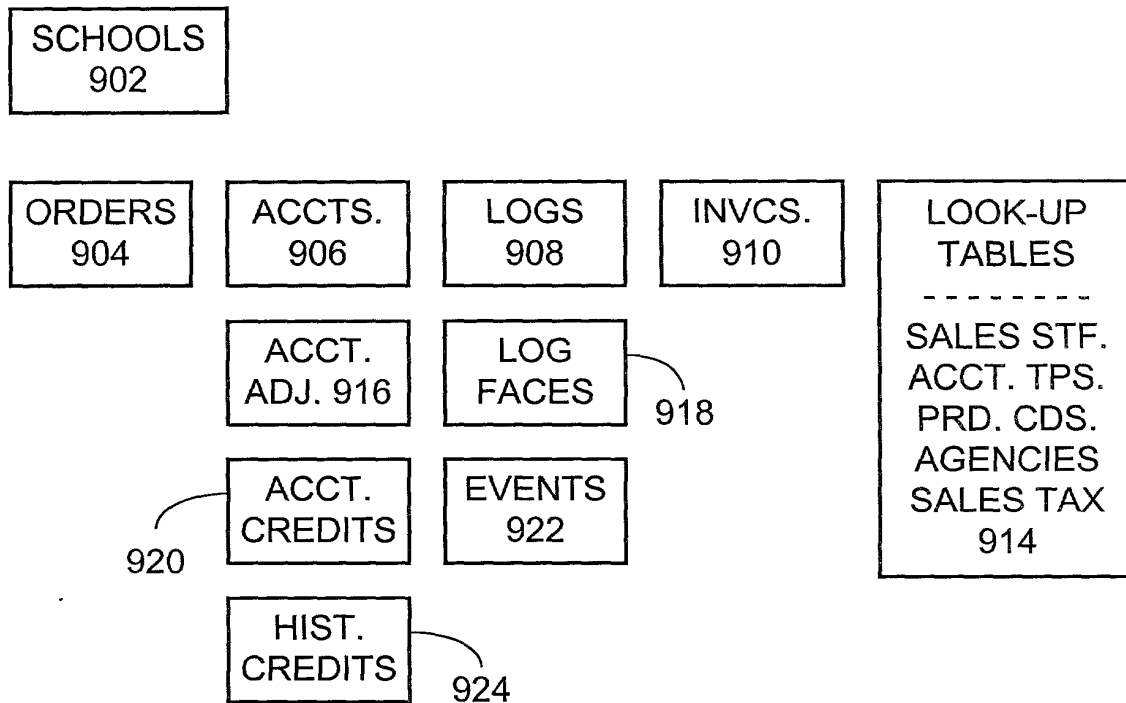


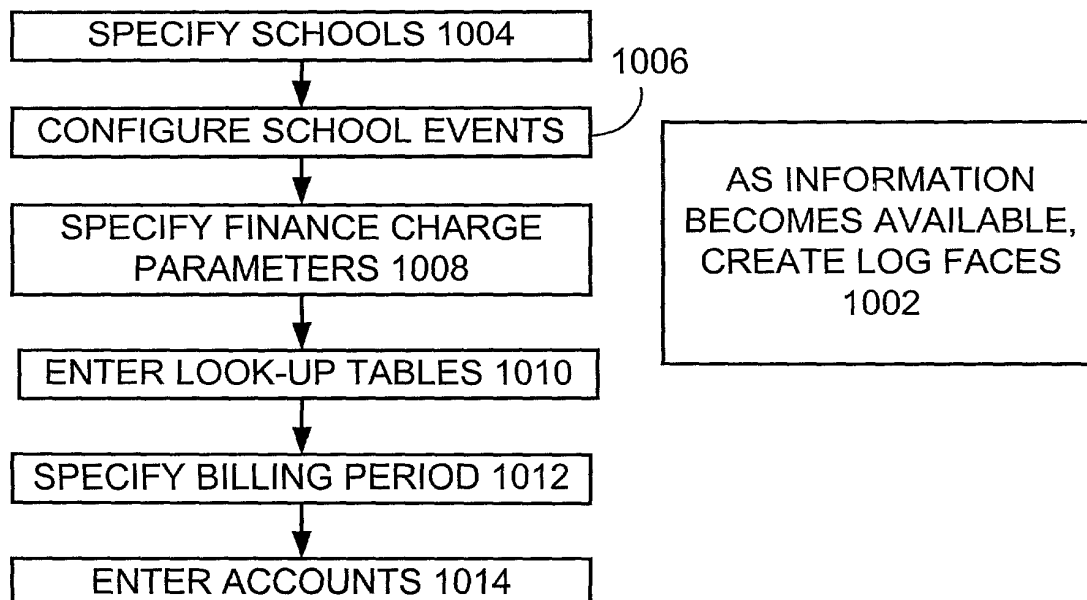
FIG. 8 TRAFFIC SYSTEM



**FIG. 9 TRAFFIC SYSTEM DATABASE 900**

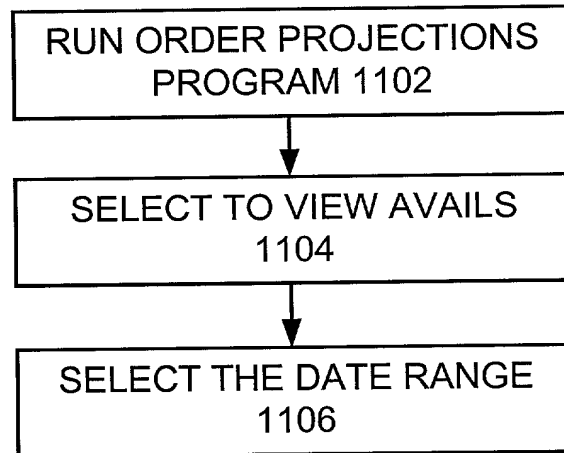


**FIG. 10 TRAFFIC SYSTEM SETUP PROCEDURE**

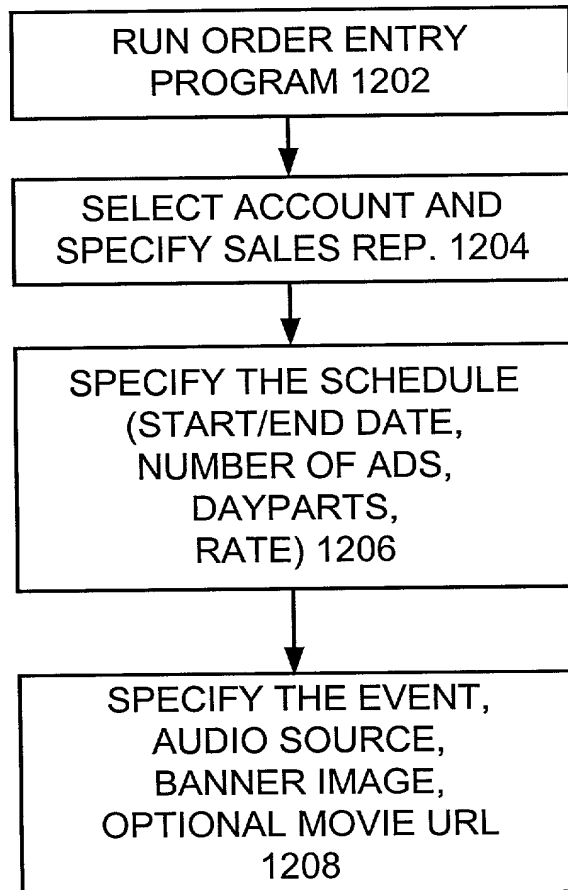




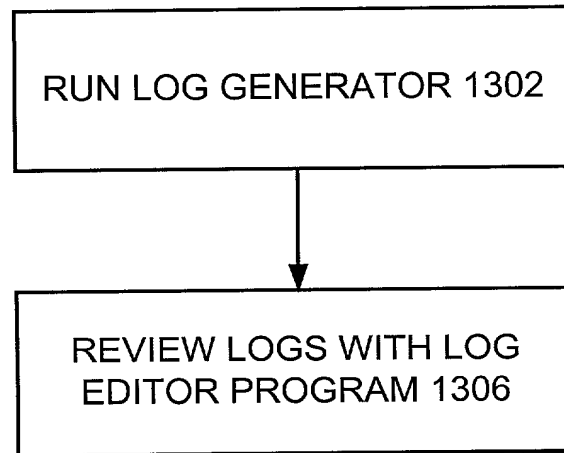
### **FIG. 11 VIEWING AVAILS**



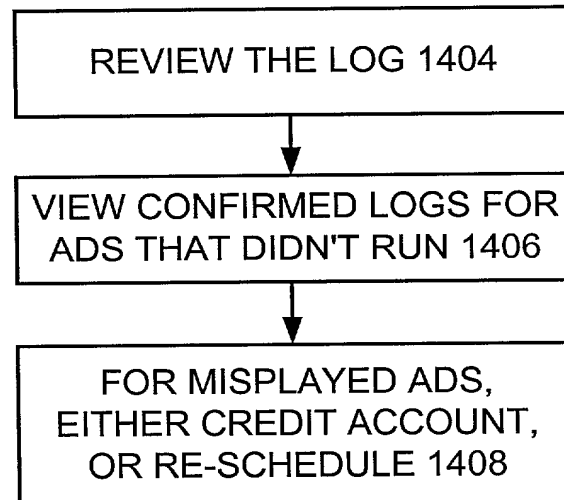
### **FIG. 12 ENTERING ORDERS**



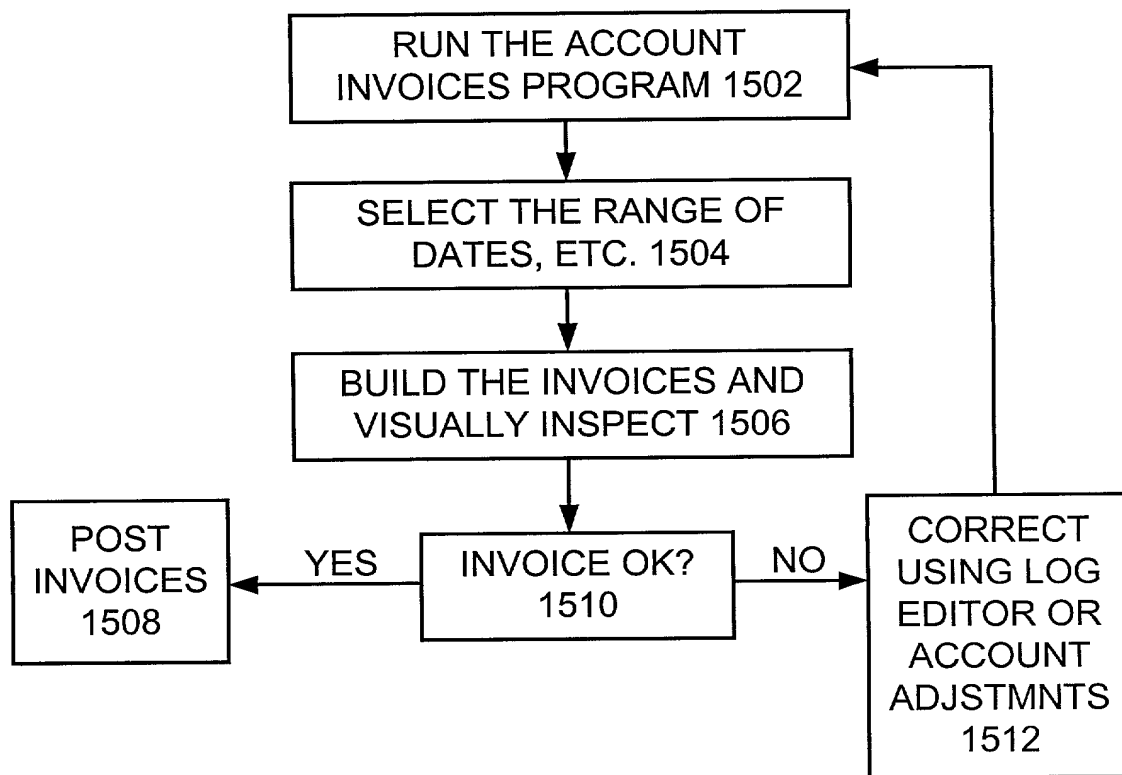
**FIG. 13 GENERATING LOGS**



**FIG. 14 VIEW CONFIRMED LOGS**



**FIG. 15 GENERATING INVOICES**



**FIG. 16 PERFORMANCE REPORTS**

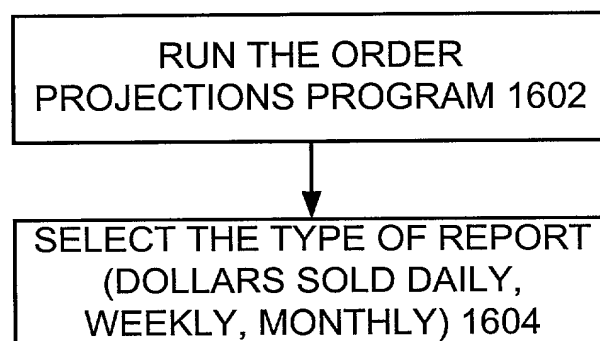
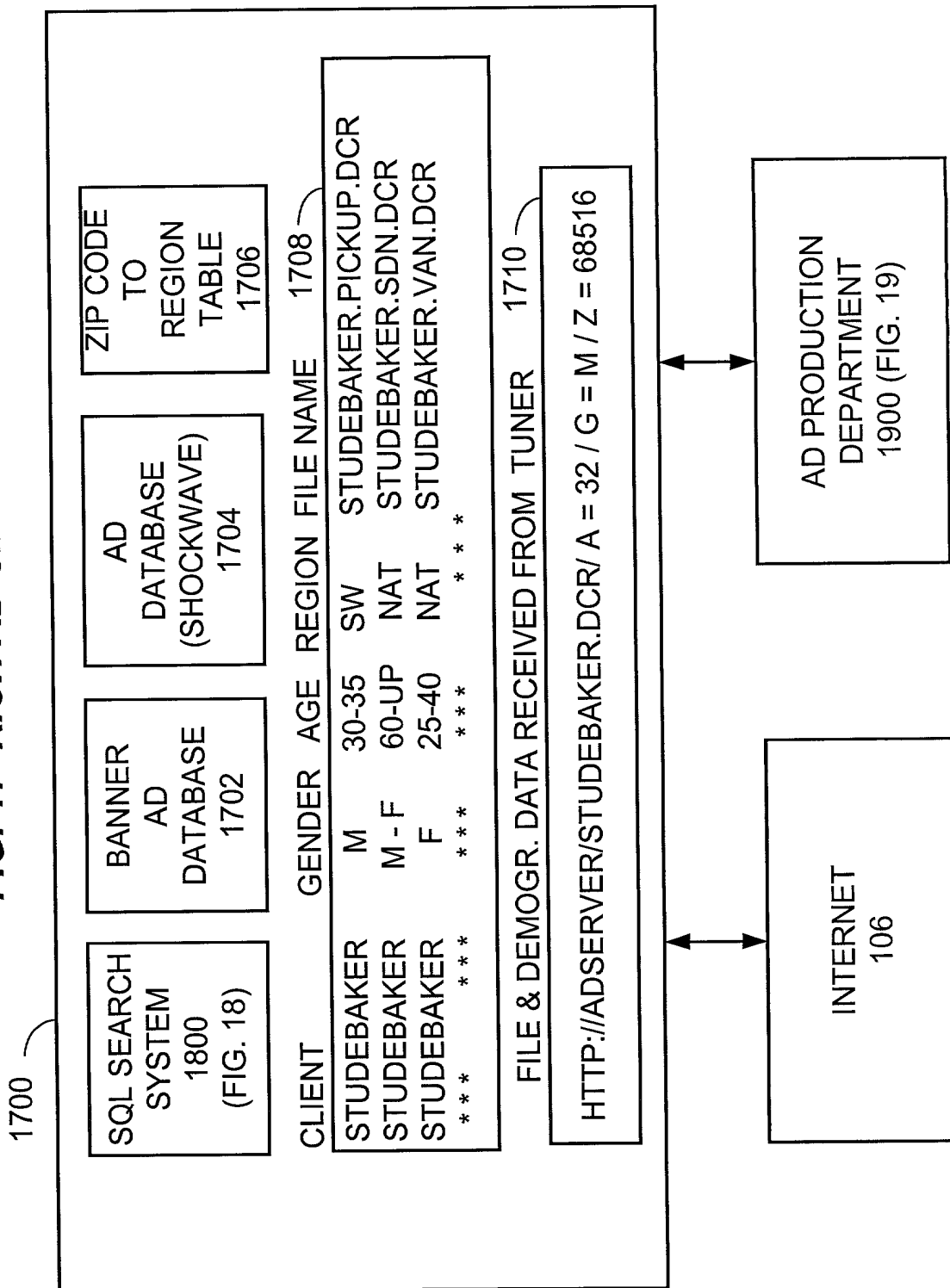
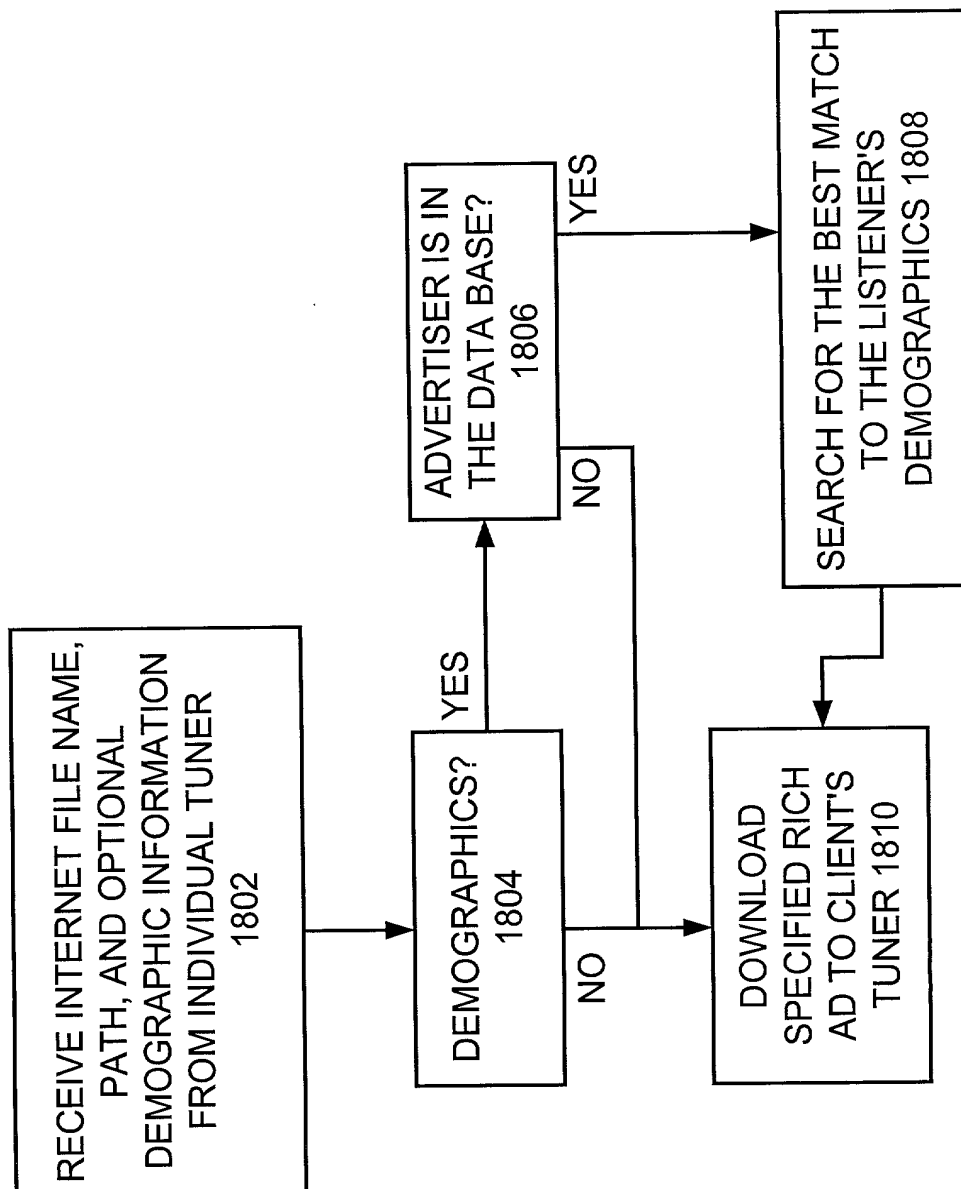


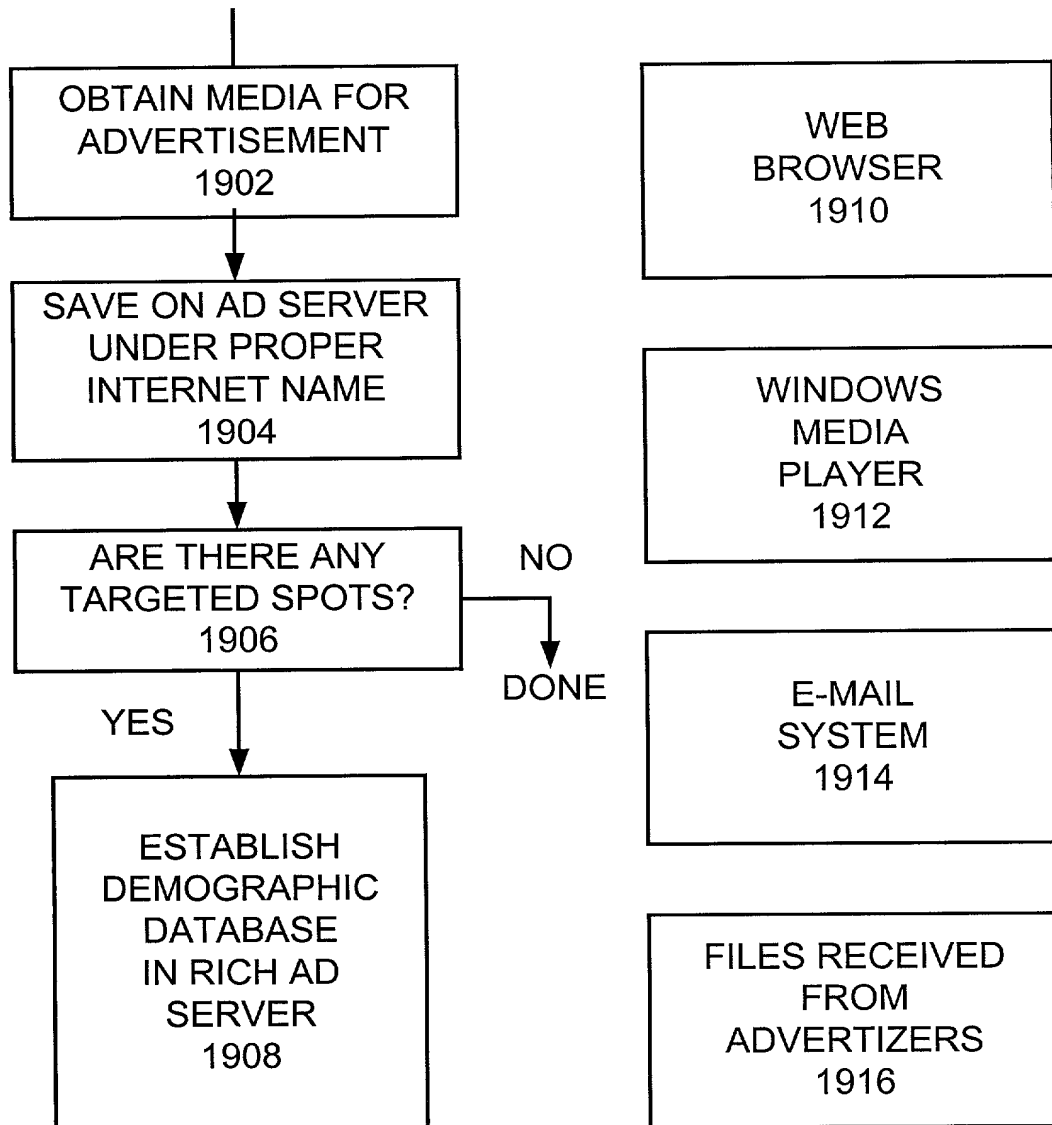
FIG. 17 RICH AD SERVER



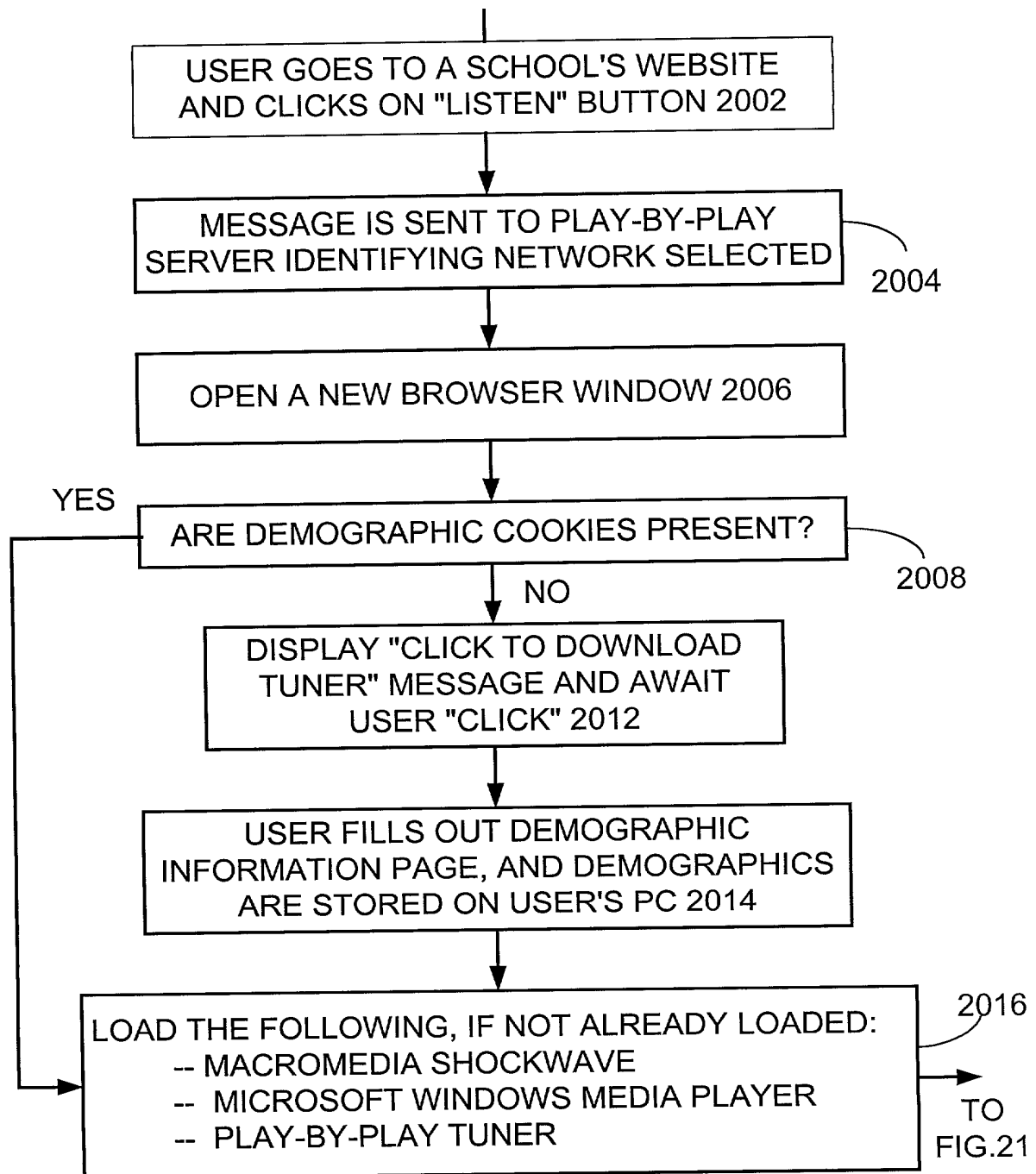
**FIG. 18 RICH AD SEARCH SYSTEM 1800**



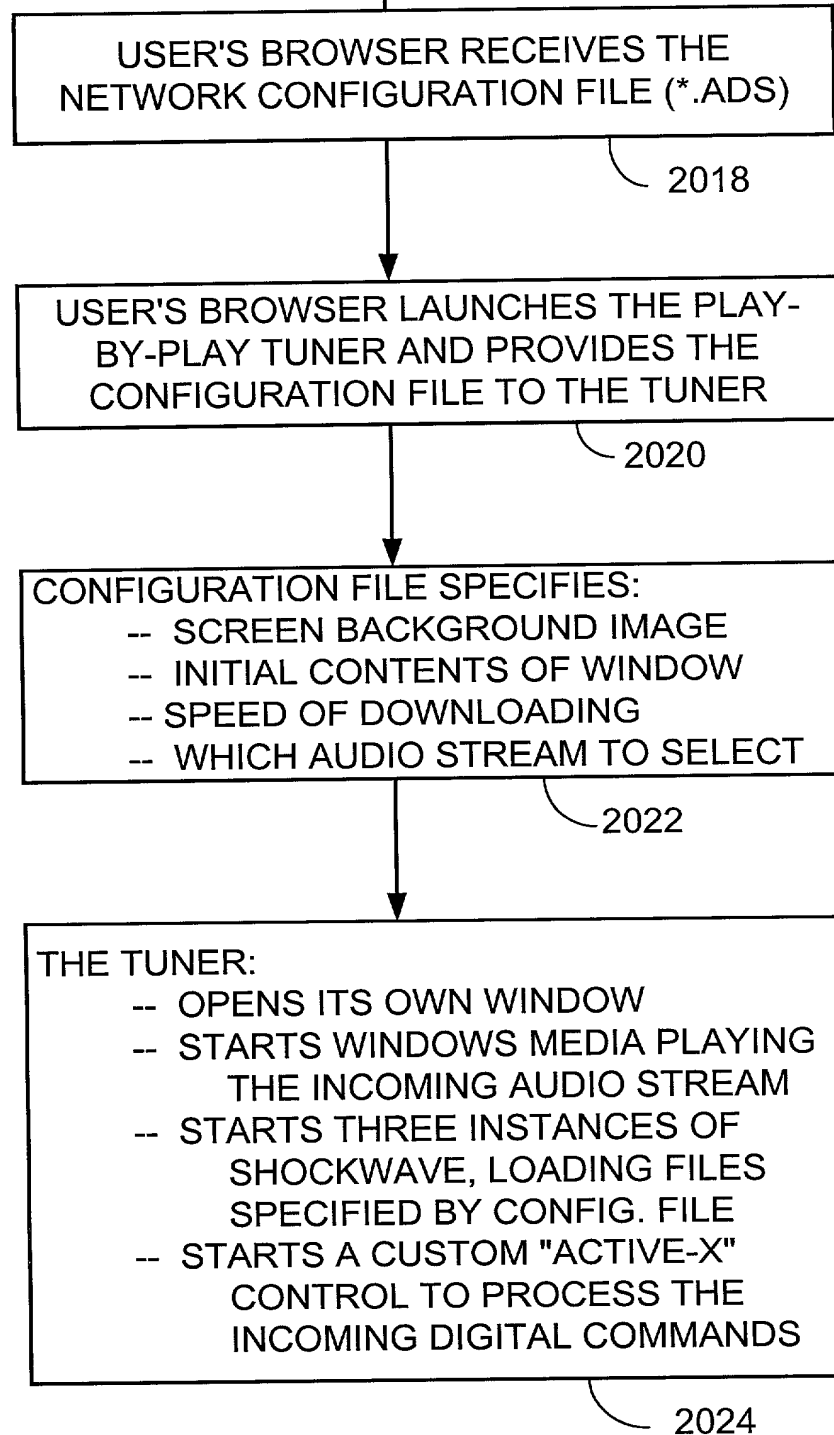
**FIG. 19 AD PRODUCTION DEPT. 1900**



**FIG. 20 TUNER STARTUP PROCEDURES 2000**

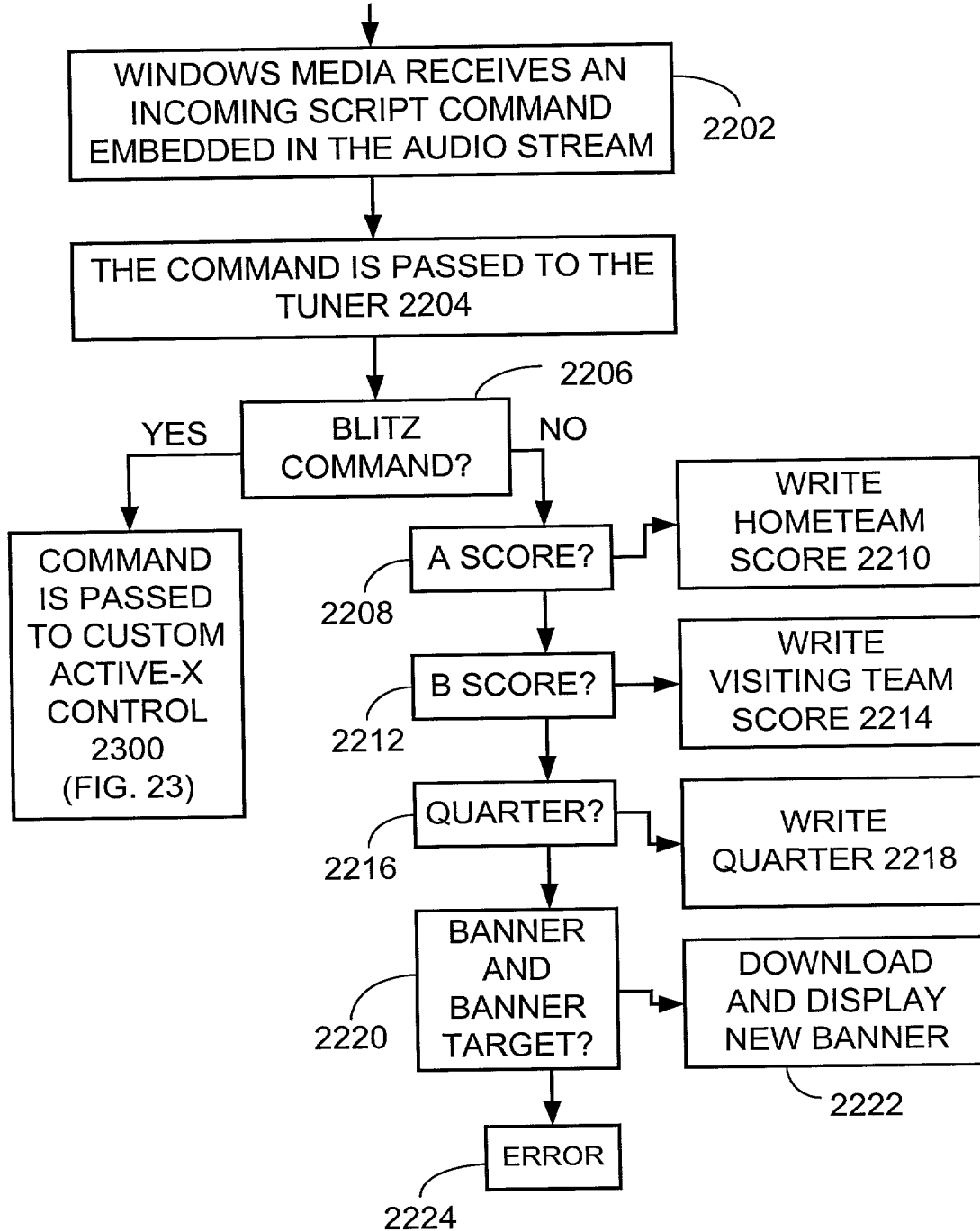


**FIG. 21 TUNER STARTUP PROCEDURES 2000  
(CONT.)**

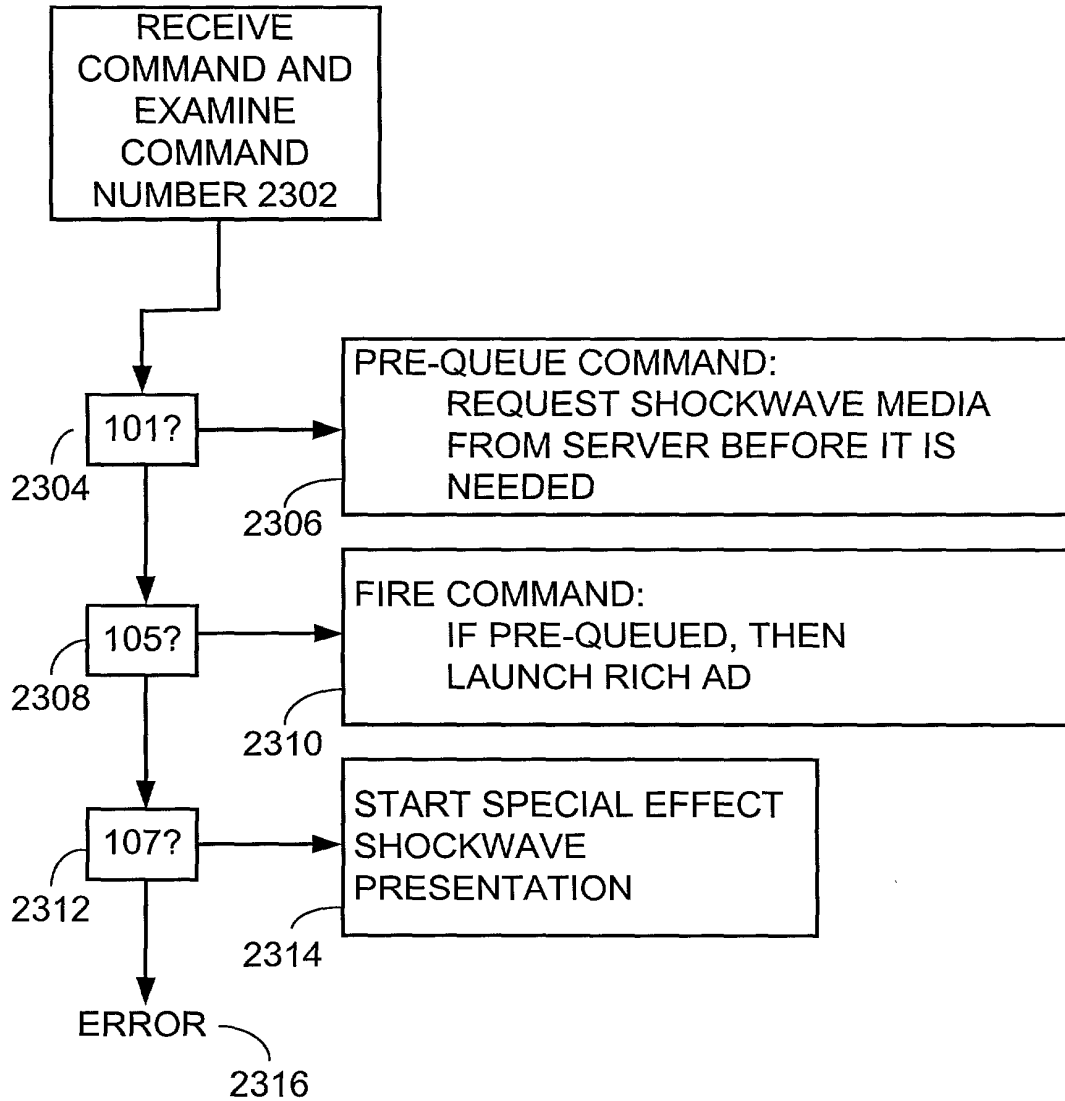




**FIG. 22 TUNER OPERATION PROCEDURES 2200**



**FIG. 23 TUNER ACTIVE-X CONTROL 2300**



**FIG. 24 THROTTLING DOWNLOADS 2400**

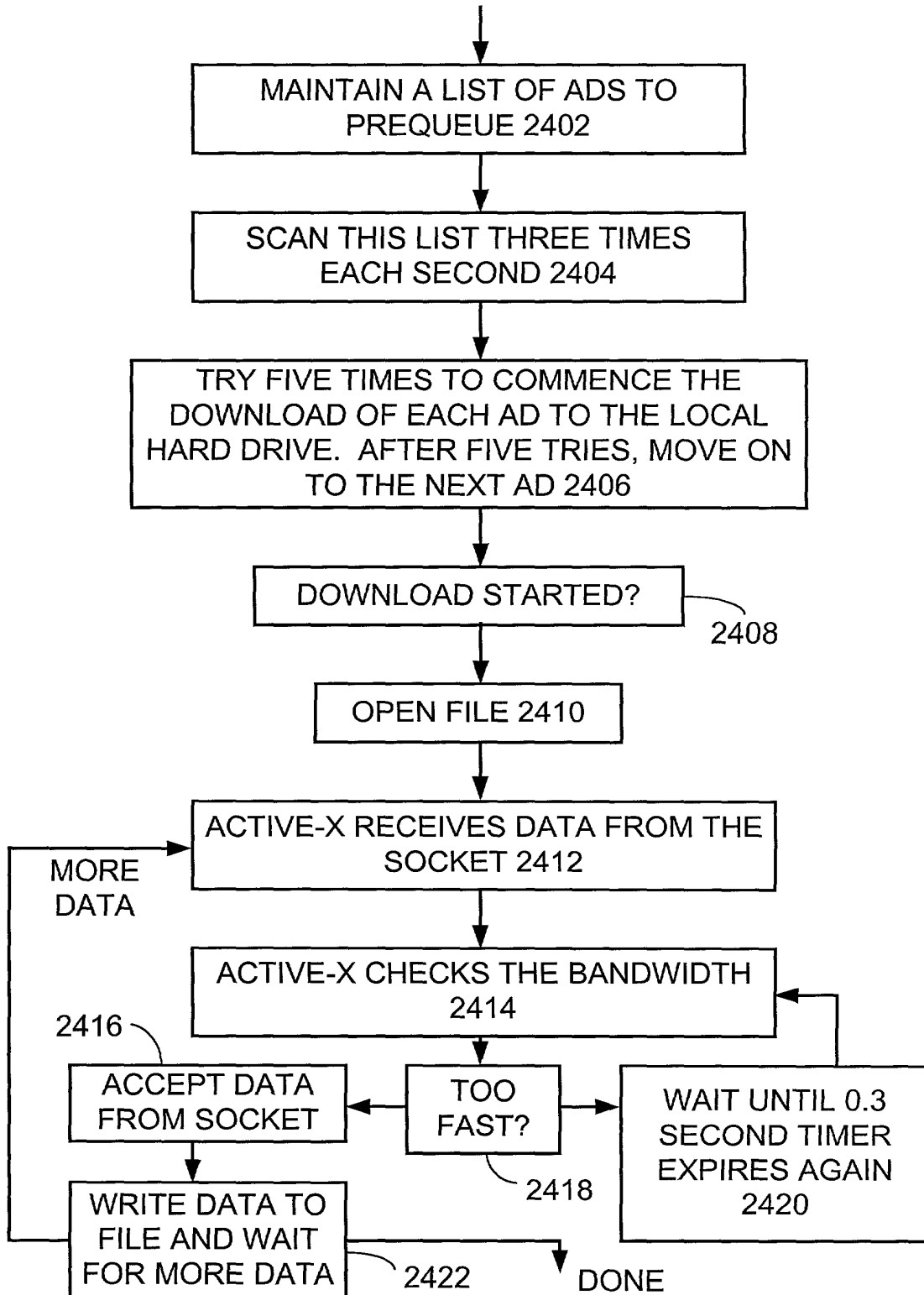


FIG. 25 ORDER ENTRY/EDIT SCREEN

2500

ORDER ENTRY/EDIT

ACCOUNT INFORMATION

SCHEDULE

SALES REP:  START:  END:   
PRE-GAME QTY:  RATE PER: \$   
PXP QTY:  RATE PER: \$   
POST-GAME QTY:  RATE PER: \$

CONTENT

EVENT:

AUDIO:

BANNER IMAGE URL:

BANNER LINK URL:

MOVIE URL:

LEN:  MUTE? ☐

ALL FOOTBALL  
BIG 12 FOOTBALL  
-----  
NEBRASKA FOOTBALL  
OKLAHOMA FOOTBALL  
KANSAS STATE  
FOOTBALL  
NOTRE DAME FOOTBALL

FIG. 26 TUNER SCREEN -- COMPRESSED (TOOLBAR MODE)

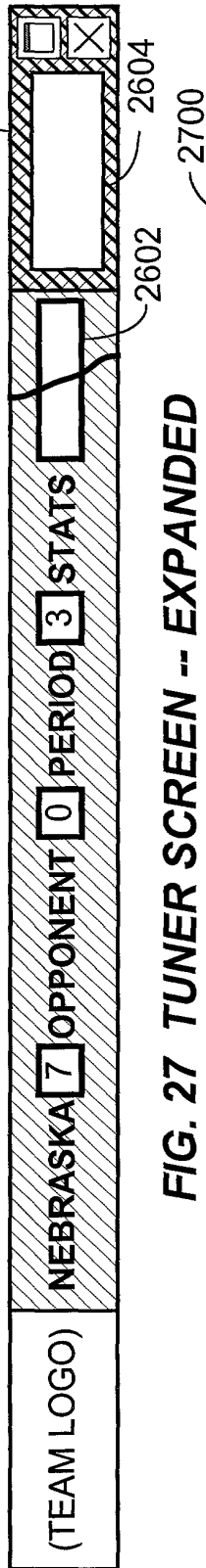


FIG. 27 TUNER SCREEN -- EXPANDED

